

EEO PUBLIC FILE REPORT

FOR

WBHM(FM)

This EEO Public File Report
Covers the Period Ending
November 30, 2015

**Equal Employment Opportunity Public File Report
WBHM(FM)**

*Recruitment Activity Summary
December 1, 2014-November 30, 2015*

This EEO Public File Report is filed in the public inspection files for Station WBHM(FM) pursuant to Section 73.2080(c)(6) of the Federal Communications Commission's ("FCC") rules.

1. Total Full-Time Vacancies

During the period ending on November 30, 2015, there were three full time job vacancies.

Job Title

ANNOUNCER / PRODUCER II
MANAGING EDITOR
ANNOUNCER / PRODUCER II

2. Total Interviewees for Full-Time Vacancies

During the period ending on November 30, 2015:

Total Interviewees for Full-Time Vacancies

ANNOUNCER / PRODUCER II – 4 (four)
MANAGING EDITOR – four (four)
ANNOUNCER / PRODUCER II – two (2)

3. Recruitment Sources

The following are the recruitment sources collected for use in the event of a recruitment opportunity. We will revise and add to the list as appropriate.

Recruitment Source	Total Number of Referrals
University of Alabama at Birmingham Human Resources (via www.wbhm.org and www.uab.edu)	
WBHM 90.3 FM/WSGN 91.5 FM On-Air Broadcasts	
www.linkedin.com paid and unpaid advertisement	
Employee Referral	

ALL OTHER NON-UAB/WBHM Sites:	
Corporation for Public Broadcasting (CPB) Jobline www.cpb.org/jobline	
Alabama Broadcasters Association Job Bank www.al-ba.com/jobbank.html	
Current Magazine (trade publication) www.current.org	
Directed from www.indeed.com	
Other Newspaper	
Miles College	
Samford University	
Gadsden State Community College	
Jefferson State Community College	
Birmingham Southern University	
Wallace State Community College	
Birmingham Association of Black Journalists www.Journalismjobs.com	

4. Supplemental Information

Exhibit A contains the following information for each full-time vacancy:

- * The recruitment source(s) used to fill each vacancy, identified by name, address, contact person and telephone number;
- * The recruitment source that referred the hiree for each full-time vacancy;
- * The total number of persons interviewed for each full-time vacancy; and,
- * The total number of interviewees referred by each recruitment source used in connection with each vacancy.

Exhibit B contains a list and brief description of outreach initiatives undertaken pursuant to the FCC's EEO rules during the time period covered by this report.

* * * * *

If you have questions concerning this Report, contact: Scott Hanley, General Manager WBHM, 650 11th Street South, Birmingham, Alabama 35294, 205-934-2606, scott@wbhm.org.

EXHIBIT A

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: Announcer Producer II

Recruitment Source that Referred the Hiree: Non-UAB Website/CPB Job Board

Date Vacancy Opened: Dec. 10, 2014

Total Number of Persons Interviewed for the Vacancy: 4

Date Vacancy Filled: April 6, 2015

Recruitment Sources Used to Fill the Vacancy

Recruitment Source (Name, Address, Contact Person, Telephone Number)	Total Number of Interviewees Referred by the Source for the Vacancy	Did The Source Request Notification?
UAB Website www.uab.edu University of Alabama at Birmingham, Administration Building, Room 110 701 20th Street South Birmingham AL 35294-0102, 205-934-5246, www.uab.edu	1	No
Radio/Television WBHM 90.3 FM/WSGN 91.5 FM On-Air Broadcasts, 650 11 th Street South, Birmingham AL 35233, 205-934-2606, www.wbhm.org	0	No
Employee Referral WBHM 90.3 FM/WSGN 91.5 FM On-Air Broadcasts, 650 11 th Street South, Birmingham AL 35233, 205-934-2606, www.wbhm.org Facebook and Twitter (both WBHM and staff personal accounts), www.facebook.com/WBHM90.3 and twitter.com/WBHM903	1	No
Alabama Broadcasters Association Job Bank, 2180 Parkway Lake Drive, Hoover AL 35244, 205-982-5001, http://al-ba.com	0	
Corporation for Public Broadcasting (CPB) Jobline, 401 Ninth Street, NW Washington DC 20004- 2129, 202-87-9600, http://cpb.org	1	No
Birmingham-Southern College Norton Campus		

Birmingham-Southern College Norton Campus Center, Room 241, 900 Arkadelphia Road, Birmingham AL 35254, 205-226-4719, www.bsc.edu		
Wallace State Community College Hanceville, 801 Main Street NW; P.O. Box 2000 Hanceville AL, 35077-2000, 866-350-9722, www.wallacestate.edu		
Miles College, 5500 Myron Massey Boulevard, Fairfield AL 35064, 205-929-1000, www.miles.edu		
Samford University, 800 Lakeshore Drive, Homewood AL 35229, 205-726-2011, www.samford.edu		
Gadsden State Community College, 1001 George Wallace Drive, Gadsden AL 35903, 256-549-8200, www.gadsdenstate.edu		
Jefferson State Community College, 4600 County Road 17, Birmingham, AL 35242, 205- 983-5911, www.jeffstateonline.com		
www.journalismjobs.com Paid advertisement	1	No

Job Title of Vacancy: Managing Editor, Southern Education Desk
Recruitment Source that Referred the Hiree: UAB Human Resources
Date Vacancy Opened: February 1, 2015
Total Number of Persons Interviewed for the Vacancy: 4
Date Vacancy Filled: March 31, 2015

Recruitment Sources Used to Fill the Vacancy

Recruitment Source (Name, Address, Contact Person, Telephone Number)	Total Number of Interviewees Referred by the Source for the Vacancy	Did The Source Request Notification?
UAB.EDU website University of Alabama at Birmingham, Administration Building, Room 110 701 20th Street South Birmingham AL 35294-0102, 205-934-5246, www.uab.edu	1	No
WBHM 90.3 FM/WSGN 91.5 FM On-Air Broadcasts, 650 11 th Street South, Birmingham AL 35233, 205-934-2606, www.wbhm.org	1	No
Magazine/journal www.Current.org paid advertisement 6930 Carroll Ave., Suite 350 Takoma Park, MD 20912 Phone 301-270-7240	1	No
Employee Referral WBHM-FM 650 11 th Street South Birmingham, AL 35233 Facebook and Twitter (both WBHM and staff personal accounts), www.facebook.com/WBHM90.3 and twitter.com/WBHM903	1	No
Alabama Broadcasters Association Job Bank, 2180 Parkway Lake Drive, Hoover AL 35244, 205-982-5001, http://al-ba.com		
Corporation for Public Broadcasting (CPB) Jobline, 401 Ninth Street, NW Washington DC 20004-2129, 202-879-9600, http://cpb.org		
Birmingham-Southern College Norton Campus		

Center, Room 241, 900 Arkadelphia Road, Birmingham AL 35254, 205-226-4719, www.bsc.edu		
Wallace State Community College Hanceville, 801 Main Street NW; P.O. Box 2000 Hanceville AL, 35077-2000, 866-350-9722, www.wallacestate.edu		
Miles College, 5500 Myron Massey Boulevard, Fairfield AL 35064, 205-929-1000, www.miles.edu		
Samford University, 800 Lakeshore Drive, Homewood AL 35229, 205-726-2011, www.samford.edu		
Gadsden State Community College, 1001 George Wallace Drive, Gadsden AL 35903, 256-549- 8200, www.gadsdenstate.edu		
Jefferson State Community College, 4600 County Road 17, Birmingham, AL 35242, 205- 983- 5911, www.jeffstateonline.com		
www.journalismjobs.com Paid advertisement		

Job Title of Vacancy: Announcer Producer II

Recruitment Source that Referred the Hiree: Non-UAB Website/CPB Job Board

Date Vacancy Opened: May 29, 2015

Total Number of Persons Interviewed for the Vacancy: 2

Date Vacancy Filled: October 26, 2015

Recruitment Sources Used to Fill the Vacancy

Recruitment Source (Name, Address, Contact Person, Telephone Number)	Total Number of Interviewees Referred by the Source for the Vacancy	Did The Source Request Notification?
UAB Website www.uab.edu University of Alabama at Birmingham, Administration Building, Room 110 701 20th Street South Birmingham AL 35294-0102, 205-934-5246, www.uab.edu	0	No
Radio/Television WBHM 90.3 FM/WSGN 91.5 FM On-Air Broadcasts, 650 11 th Street South, Birmingham AL 35233, 205-934-2606, www.wbhm.org	0	No
Employee Referral WBHM 90.3 FM/WSGN 91.5 FM On-Air Broadcasts, 650 11 th Street South, Birmingham AL 35233, 205-934-2606, www.wbhm.org Facebook and Twitter (both WBHM and staff personal accounts), www.facebook.com/WBHM90.3 and twitter.com/WBHM903	1	No
Alabama Broadcasters Association Job Bank, 2180 Parkway Lake Drive, Hoover AL 35244, 205-982-5001, http://al-ba.com	0	
Corporation for Public Broadcasting (CPB) Jobline, 401 Ninth Street, NW Washington DC 20004- 2129, 202-879-9600, http://cpb.org	1	No

EXHIBIT B

MENU OPTION ACTIVITIES

Station WBHM has engaged in the following outreach activities during the period covered by this Report:

Activity Classification	Type of Activity	Brief Description
EEO	Staff Training	Staff are encouraged to enroll in workshops and training programs administered by the licensee, University of Alabama at Birmingham. These workshops include diversity training and manager training. Workshops include online elements and classroom training.
EEO	Staff Training To enhance staff skills and enable further advancement	Public Media Development and Marketing Conference , hosted by Greater Public Washington, DC July 7-11, 2015. Training on fundraising and community outreach for public media professionals. Attended by WBHM Membership Manager William Dahlberg and General Manager Scott Hanley
EEO	Staff Training To enhance staff skills and enable further advancement	National Association for Broadcasting Annual Meeting , Las Vegas, NV and Public Radio Engineering Conference , April 9-14, 2015 Attended by WBHM's Darrell McCalla, WBHM Chief Operator
EEO	Staff Training To enhance staff skills and enable further advancement	Public Radio News Directors Conference June 24-27, 2015 Salt Lake City, Utah News Director Rachel Lindley
EEO	Staff Training To enhance staff skills and enable further advancement	ABA Conference --- August 14-15, 2015 Alabama Broadcasters Association Annual Meeting, Birmingham, AL Attended by WBHM's Darrell McCalla, Chief Operator
EEO	Staff Training To enhance staff skills and enable further advancement	Public Radio Programming Conference Pittsburgh, PA September 29 – October 1, 2015 Attended by Program Director, Michael Krall. General Manager Scott Hanley

EEO	Outreach, Recruitment and Training	WBHM Internship and Student Employment WBHM actively recruits area high school and college students for positions in business affairs, journalism, marketing, and development. During this period, 9 people participated in regular station activities which have led to valuable media experience and, in some cases, paid positions.
EEO	Diversity Training from NPR. Staff Training to enhance staff skills and enable further advancement	NPR Diversity Training September 17, 18, 2015 WBHM Hosted training for its staff and interns with Led by Keith Woods, VP for Diversity in News and Operations for NPR for a workshop on diversity training. Keith is a former Dean at the Poynter Institute and a long time writer, editor, and columnist for the Times-Picayune in New Orleans. Also attending, Luis Clemens, Senior Editor for Diversity at NPR. The entire staff of WBHM participated, with special sessions for senior management and the programming and journalism team.
EEO / Outreach	Community outreach to younger and diverse listeners	NPR Generation Listen 5/11/15 – Co-hosted the NPR Generation Listen listening event at Urban Standard, Birmingham, with NPR's Gen Listen team.
EEO	Staff Training To enhance staff skills and enable further advancement	7/22/15 – Marketing Manger Audrey Atkins attended a webinar presented by Pubmedia Women in Leadership, "Finding Your Power, Finding Your Voice"
EEO	Outreach, Recruitment.	Birmingham Association of Black Journalists May 16, 2015. WBHM played host to the board of directors for the Birmingham Association of Black Journalists. Part-time digital specialist Andre Natta is president of the group. Southern Education Desk Managing Editor Sherrel Wheeler Stewart is a board member.